



Marketing Your Green Power Purchase

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Frequently Asked Question

What have green power leaders done to successfully market and leverage their green power purchases?

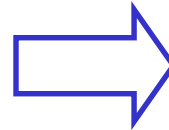


Businesses want to know upfront what marketing their green power purchase can do for their companies.

Marketing Strategy is part of the Business Case

Vendors

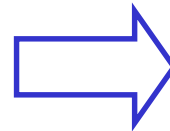
- Work with purchasers to make explicit ‘secondary’ marketing plans



- 1 – Your customers’ marketing budgets are larger than yours.
- 2 – Your customers won’t find marketing their purchases obvious.

Purchasers

- Ask your vendors support your marketing efforts with examples, facts, and experience
- Bring your own marketing departments in on your purchasing decision



- 1 – Marketing value can exceed energy or environmental value.
- 2 – Unlikely to be negative.

Growth of Cause Marketing

- ◆ Increases in spending on cause marketing
- ◆ Neutral companies have a lot to gain
- ◆ Brand affinity to a cause helps
- ◆ Integrated as component of business strategy
- ◆ Various benefits to companies
 - Promotes employee loyalty/ Employees see company 'walk the talk'
 - Brand differentiation
 - Create competitive advantage by increasing product value
 - Bottom-line impacts

Consumers Consider Companies' Commitments

	Post-9/11		Pre-9/11
"A company's commitment to social issues is important when I decide ..."	July 2002	October 2001	March 2001
Which companies I want to see doing business in my community	84%	80%	58%
Where to work	77%	76%	48%
Which stocks or mutual funds to invest in	66%	63%	40%

Source: 2002 Cone Communications Corporate Citizenship Survey, U.S. Consumers

Social Responsibility and Buying Decisions

“When forming a decision about buying a product or service from a particular company, how important is it that it shows a high degree of social responsibility?”	2002	1997
Very Important	44%	24%
Fairly Important	42%	46%

Source: MORI Research, UK Consumers

Marketing Strategies

- ◆ Internal communications
- ◆ External communications
 - Press
 - Website
 - Events/Facilities
- ◆ Paid Advertising
- ◆ Branding products made from green power
- ◆ Co-marketing with your vendor/provider's product

Marketing Messages

- ◆ Landmark your Purchase: First/largest purchase in state/sector
- ◆ Align your Purchase with Your Business Strategy
 - Save money, Meet environmental/CSR objectives, local economic development
 - Use senior management quotes (purchase || company's business objectives)
- ◆ Quantify Environmental Impact of your Purchase
 - Accurately describe magnitude (Use EPA Power Profiler or other trusted source.)
 - Relate to consumers: # of trees, # of cars off road, hours of light bulb burning
- ◆ Provide sufficient educational and technical information
 - Explain Green Electricity, Solar Power, etc.
 - Provide information on kWh and MW
- ◆ Add Credibility to Your Message through Partnerships identification
 - Use environmental groups or U.S. EPA to speak to environmental impact and importance of purchase
 - Use Logos from EPA/Green Power Partnership, Green-e, Vendor, or Other Orgs. to back up your claims



Internal Communications

- ◆ Employee's will be proud of the purchase and will help spread the word
- ◆ Use as an educational opportunity

Opportunities

- ✓ Newsletters
- ✓ Employee meetings
- ✓ Employee intranet
- ✓ Lobby posters
- ✓ Brochures about purchase

Press Releases

- ◆ Identify appropriate Press Angle and appropriate messages
- ◆ Work with partners for press ideas
 - Vendors
 - Green Power Partnership
 - Certification programs
- ◆ Work press releases to maximize earned media hits

Opportunities

- ✓ Earth Day
- ✓ Environmental Reports
- ✓ Signing-up (Ribbon-cutting) Ceremonies
- ✓ Regional recognition events

Website

- ◆ Use dedicated part of website to communicate your purchase to your customers and stakeholders
 - Provides in-depth, accurate information
 - Adds credibility to action
 - Inspires consumers/other cos. to take action
 - ◆ Use website to link to 3rd parties
 - Additional environmental education sources or
 - Your vendor's website
- Opportunities

 - ✓ Link off home page
 - ✓ Link off press page
 - ✓ Link off environmental page
 - ✓ Link off “About Us” page

Events/Facilities

- ◆ Provide info. about your purchase during your participation in events
- ◆ Provide info in your lobby/visitor center/front entrance

Opportunities

- ✓ Lobby posters
- ✓ Info displays at facilities/equipment
- ✓ Ground-breaking ceremonies
- ✓ Trade shows
- ✓ Sponsored sporting or community events
- ✓ CEO speaking engagements
- ✓ Shareholder meetings

Branding Green-Powered Products

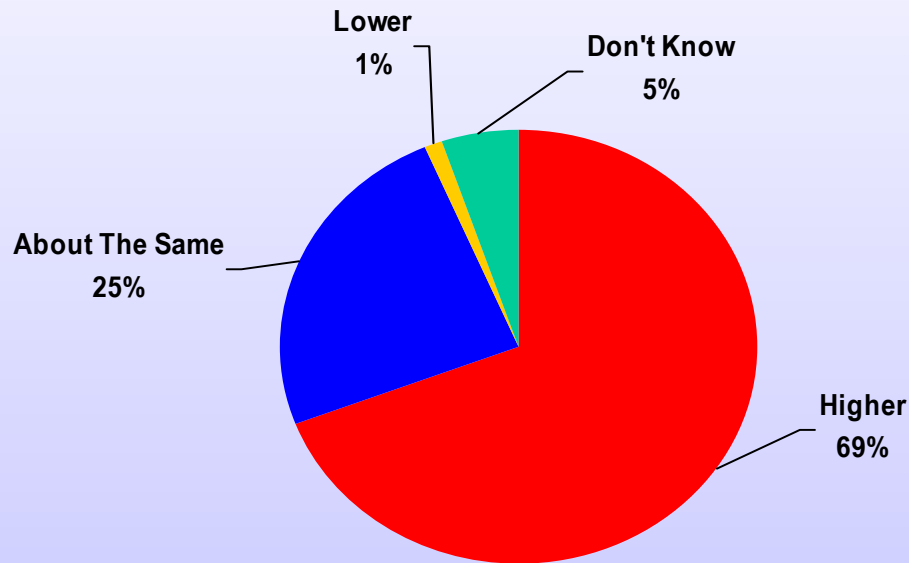
- ◆ “This product was made with green power.”
- ◆ Test the message with your consumers, they’ll like it!

Opportunities

- ✓ Product packaging
- ✓ Product website
- ✓ Product advertisements
- ✓ Trade show booths

Customer Opinion Towards Branded Products

Question: If you knew EBMUD was trying to maximize its own use of renewable energy, you opinion of EBMUD would be...



Source: ICF Consulting Research for EBMUD

Co-Marketing with Vendor

- ◆ Get your customers to sign up for green power
- ◆ Shows your customers that you are taking the leading and showing them what they can do

Opportunities

- ✓ Package/bill inserts
- ✓ Counter-displays
- ✓ Allow vendor to set up in-store displays or sign-up tables
- ✓ Surely your vendor has ideas!

End-user Marketing Examples

Kinko's

Uinta

White Wave

Clif Bar

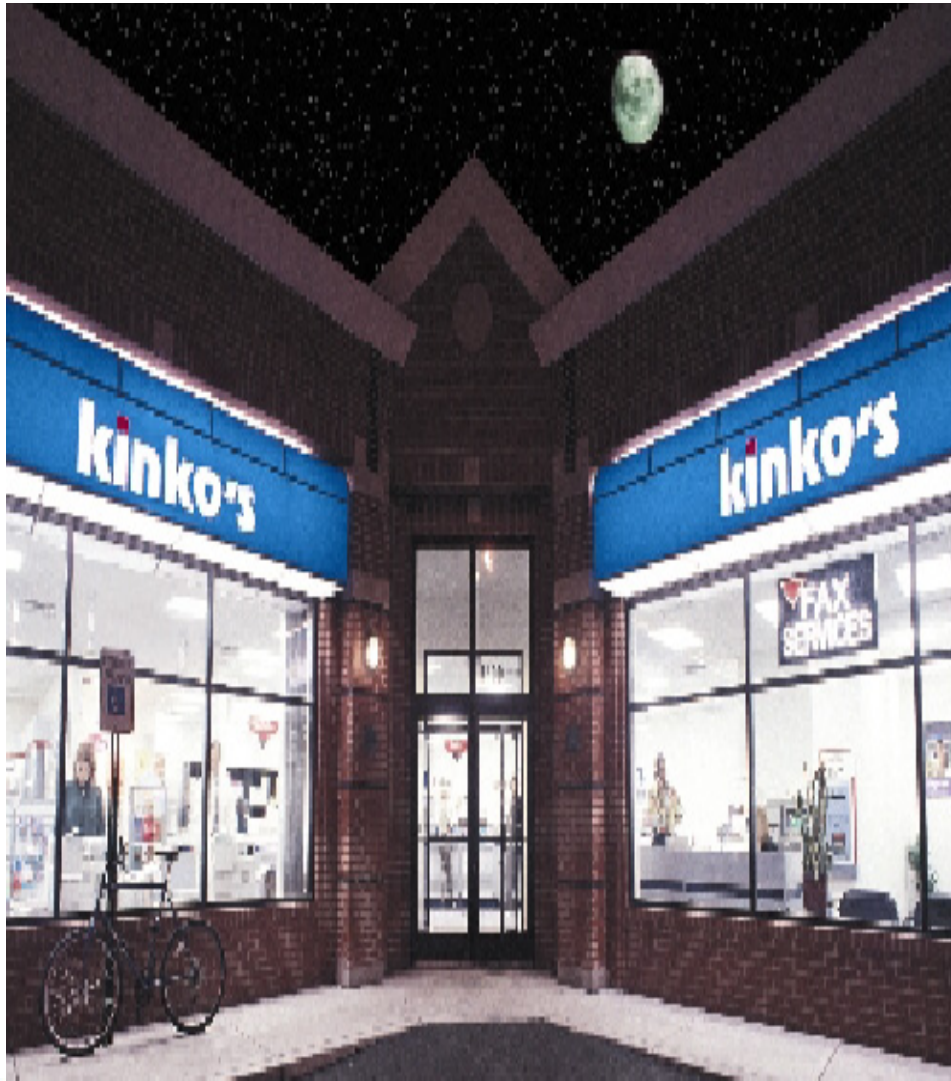
Ben & Jerry's

Shaw's

Lockheed Martin

Other Resources: Green Power Network website links, EPA Green Power Partnership Communications Toolkit

Kinko's



powered by perspective



Wind Power Makes Your Copies at Kinko's

At Kinko's, we're known for providing document and business solutions, but that's only half of our story. We have an environmental commitment within each community we serve, to use energy-efficient technologies and renewable energy sources. In Austin, we choose to power Kinko's with electricity generated from the wind. In doing so, we remain focused on our environmental goal to reduce the size of our energy consumption ecological footprint.

Join us and enroll in GreenChoice. Visit www.austinenergy.com or call 505-3651.

Kinko's is a registered trademark of Kinko's Ventures, Inc. and is used by permission.

GreenChoice



Austin's Community-Owned Electric Utility


Source: Kinko's, Company Advertisement

Uinta Brewing Company

Uinta also partners with provider on product inserts that allow customers to sign up for green power.



White Wave



Whoa. The answer really IS blowing in the wind.

We're laying off the fossil fuels and using our beans instead. We added up all the electricity we use to make Silk and other White Wave products and replaced it with clean wind power. Our wind-energy switcheroo eliminates 16,000 tons of greenhouse gases. That's like parking 3,200 cars for a whole year!

How did we do it? We purchased government regulated renewable energy credits that guarantee wind power is used to replace the energy we consume.

If you think that sounds like a good idea, turn yourself onto wind. Visit www.SILKISSOY.COM to get the blow-by-blow details. And don't be surprised if you get carried away by the winds of change, too.

White Wave is putting wind to work.



We are going to replace all of the electricity used to produce Silk Soy milk and other White Wave soy products with wind power. You know the kind of wind that keeps your kite up and your curtains flapping.

We're not just talking about a little breeze. The amount of wind energy we're purchasing will prevent 16,000 tons of greenhouse gases from entering our atmosphere annually. Our purchase has the same effect as eliminating the emissions of 3,200 cars for one year, or planting more than 4,400 acres of trees.

Using sustainable and renewable wind energy makes our environment cleaner. Most of the forms of energy we use today pollute our environment and increase our dependence on fossil fuels. Clean, non-polluting methods of energy like wind or solar power represent only 2% of our energy production.

In 1977 we set out to make a difference in the world. We are still committed to that goal by taking responsibility for our environmental impact. We believe that a better world is closer than you think. We just need to use our beans.

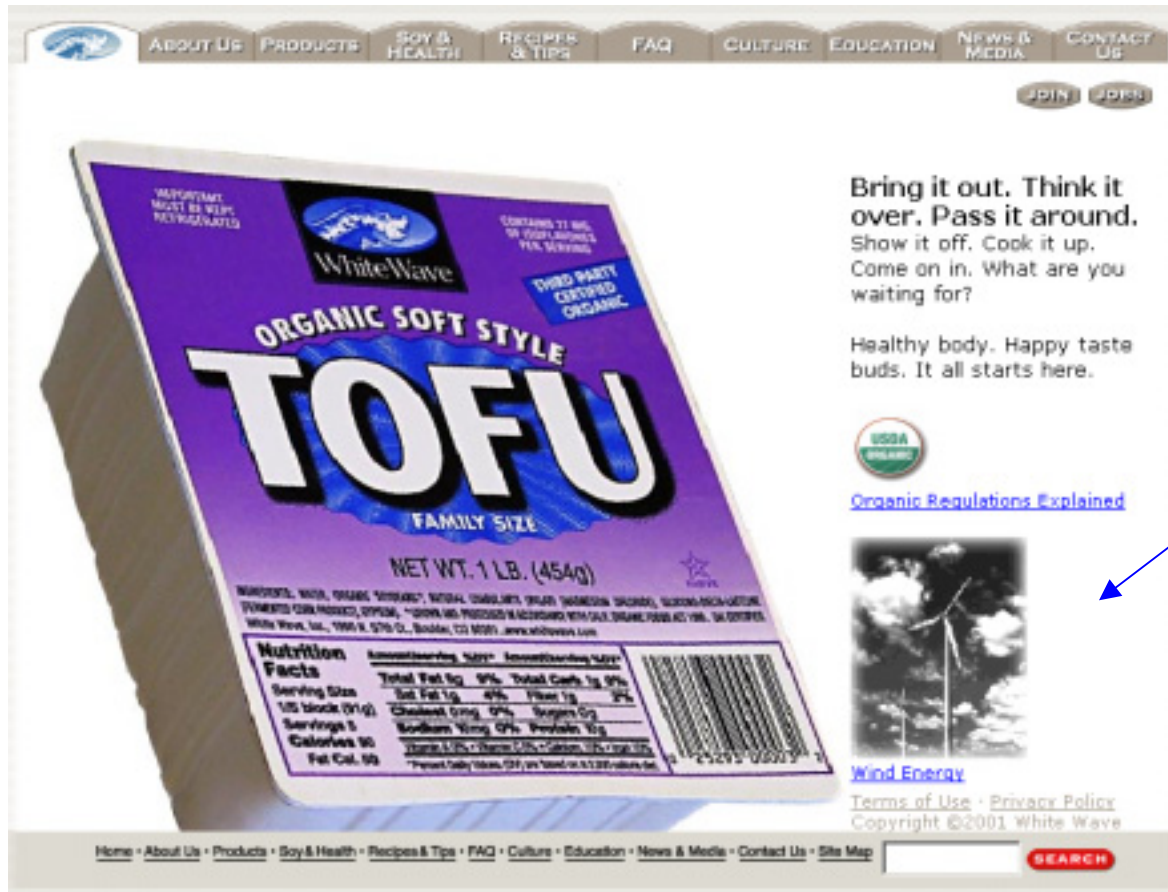
Use Your Bean
Please visit www.SILKISSOY.COM to learn how you can make wind energy work for you.

Source: White Wave
Side Panel of Product Packaging

White Wave

www.whitewave.com



Linked off home Page, goes to dedicated page that links to partners

Clif Bar

www.clifbar.com

Linked off home
Page, goes
to dedicated
vendor's
page, or to
Clif Bar's
environment-
al page





Clif Bar Inc. and Sustainability

JOIN US IN THE FIGHT AGAINST GLOBAL WARMING

**Offset your CO2 footprint and earn a free box of
CLIF or LUNA bars.**

In our fight against global warming, we've partnered with NativeEnergy to help build the first Native American-owned wind farm. Through their WindBuilder Program, we purchase green energy credits to offset the CO2 emissions generated by our office, manufacturing and business travel. You can too. Join us in the exciting journey toward climate neutral and earn some Clif Bars today!

Check out this offer at www.clifbar.com Take a concrete step to fight climate change.

To learn more about global warming and what you can do about it, check out these sites:

www.nativeenergy.com

Invest in green energy credits and help build new wind farms. What's your CO2 footprint? Move toward climate neutral.

www.usdoit.org

Join this effort by Environmental Defense to undo global warming. Sign the petition to support the Climate Stewardship Act. Tell a friend. This is urgent!

www.climateark.org

Here's the portal to everything you ever wanted to know about global warming and renewable energy but were afraid to ask.

www.saveoureenvironment.org

Learn and take action on several environmental issues.

www.apolloalliance.org

Find out how many jobs can be created by the transition to clean, renewable energy.

www.greenhouseinstitute.org

Become part of a grassroots citizens group working to address global warming. Join the Race to Stop Global Warming.

Handouts at
Trade-shows, events

Ben & Jerry's

www.benandjerrys.com, links to www.onesweetwhirled.org



The screenshot shows the 'One Sweet Whirled' website with a dark blue background. At the top left is a logo featuring a globe and the text 'ONE Sweet Whirled'. To its right is the main heading 'One Sweet Campaign to Fight Global Warming'. Below this is a navigation bar with five orange buttons: 'home', 'National ACTION', 'LOCAL ACTION', 'PERSONAL ACTION', and 'LEARN MORE'. The 'PERSONAL ACTION' button is highlighted with a white border. Below the navigation bar, the text 'Counteract your Carbon Impact' is displayed. There are two main content areas. The first area is titled 'Pledge to reduce your carbon pollution' and features an icon of a person on a bicycle. The text in this section explains that the average American causes 40,000 pounds of CO2 emissions annually and encourages users to pledge to reduce their personal CO2 output by at least 2000 lbs (about 5% for most) within a year. The second area is titled 'Offset carbon emissions with Native Energy' and features an icon of a wind turbine. The text here describes how users can offset their emissions by supporting Native Energy, which builds wind turbines for Native American or family farmer-owned power. It states that this will deliver clean, renewable electricity to the power grid, reducing emissions of carbon dioxide pollution for the user. The result is that the user can have the same impact on global warming as if they powered and heated their home or fueled their car entirely with the wind for a whole year. It concludes by saying it's simple, effective, and only takes a few minutes to really help make a difference, encouraging users to give a wind turbine a whirl today!

Inspires
consumers
to take action

Landmark purchase description

Shaw's

shaw's
Supermarkets

**New England's First Naturally
Powered Supermarkets**

John Shaw's, and Shaw's Sun Power Electric's
ReGen as a renewable source for electricity
to make our community and environment
a cleaner, healthier place to live.

Sign up today for just \$9 a month, and you'll
receive a FREE 3-watt energy efficient light bulb
(\$20 value) by mail. These long-lasting bulbs
use 75% less energy, saving you \$60 over
the life of each bulb.

For more information on how you can help
protect the environment with ReGen, please
call 800-888-7817 or visit www.shaws.com

SUN POWER
ELECTRIC

ReGen is the Right®-Intelligent® to protect these beautiful places

ReGen — 100% Clean Natural Power

Shaw's

Logos lend
credibility

ReGen Content Label

This is a renewable certificate product. For every unit of renewable electricity generated, an equivalent amount of renewable certificate is produced. The purchase of renewable certificate supports renewable electricity generation, which offsets conventional electricity generation in the region where the renewable generator is located. You will continue to receive a separate electricity bill from your utility.

ReGen is sold in blocks of 2,000 kWh per year. The product will be made up of the following new renewable resources:

*Includes renewable generation that first started operating after January 1, 1996

New Renewable Resources in Rhode Island	Generation Location
Landfill	66%
Geothermal	0%
Low-impact Hydro	0%
Solar	1%
Wind	0%

For comparison, the current average mix of energy sources supplying the RI includes: Coal (62%), Nuclear (16%), Oil (2%), Natural Gas (17%), Large Hydropower (12%), Other fossil (8%), and Renewables (2%) — from ISO-NE E-GRB

For specific information about this product, contact:
Sun Power Electric, 40 Washington Street, Woonsocket, RI 02891
Phone: 1-800-689-7952, www.sunpower.org

This product is certified by the Green-e Program. For more information call Phone: 888-63-GRB01 or visit www.green-e.org

Your purchase of ReGen is supporting renewable electricity production in New England. You will continue to receive a separate electricity bill from your utility. For every unit of renewable electricity generated, an equivalent amount of renewable certificate is produced. With the purchase of ReGen certificates, the dirty sources of your power are turned off and the clean sources are turned on. The purchase helps build a market for renewable electricity and reduces global climate change and regional air pollution. For more information about renewable certificates, please visit www.green-e.org



The Shaw's Supermarkets and Sun Power Electric project is supported by Rhode Island's rate payers through the Rhode Island Renewable Energy Collaborative, to help bring a renewable energy choice to consumers in the state. Shaw's Supermarkets is an award-winning ENERGY STAR® Partner, working with the U.S. EPA and DOE and utilities to help conserve energy and protect the environment.

New

**It's a Natural
Choice — ReGen™**

100% Clean, Natural Power

Now at **shaw's**
Supermarkets



Lockheed Martin

Lobby Poster

powered by perspective

LOCKHEED MARTIN

powered by
**CLEAN
NATURAL
WIND
ENERGY**
through



PaloAltoGreen

LOCKHEED MARTIN commits to purchasing 10% of the power required for its Palo Alto facilities from wind and solar generation sources through the City of Palo Alto Utilities' (CPAU) **PaloAltoGreen** program.

Lockheed Martin's commitment - 1800 MWhs annually - utilizes 100% of the output of one large-scale wind turbine.

Environmental Impact: 1,129 tons of CO₂ prevented from entering the earth's atmosphere. The equivalent of planting 296 acres of forest.

As a result of this decision, Lockheed Martin is the founding Community Leader in CPAU's PaloAltoGreen program and the Palo Alto facilities are a member of the EPA Green Power Partnership.